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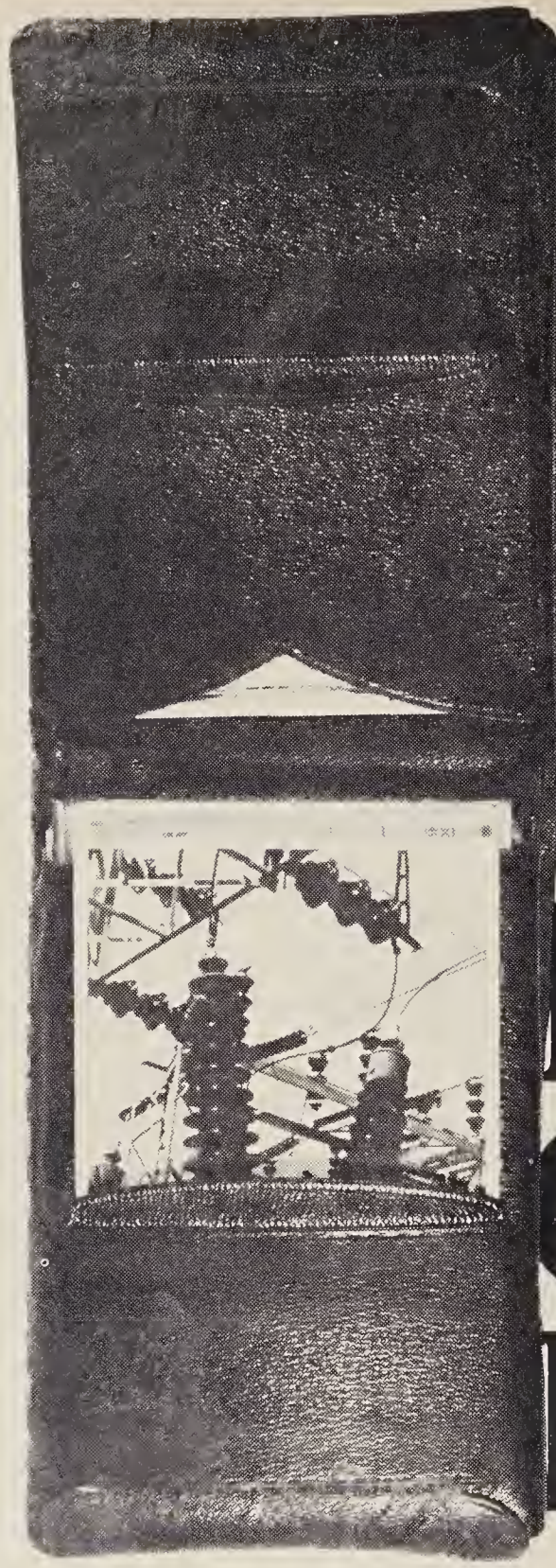
# The **CAROLINA FARMER**



JUNE, 1968

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# How Much Taxes Do Electric Co-ops Pay?

**In 1967, North Carolina's electric cooperatives paid nearly half of their net electric revenues in taxes.**

Let's set the record straight: electric co-ops do pay taxes. These consumer-owned electric systems pay taxes on the same basis as investor-owned power companies in every county and community in which they serve, and to the State as well.

Last year, for example, electric co-ops serving in North Carolina paid \$706,674 in local property taxes and \$1,459,961 in State taxes — a total of \$2,166,629, and that was in addition to the millions more the people on their systems — their consumer-owners — paid direct.


A staggering 48 per cent of North

Carolina electric co-ops' net electric revenues in 1967 went for taxes.

And they paid their taxes on the same basis as the power companies, even though their ability to pay is far less than that of the power companies. The co-ops have revenues of only \$500 per mile of line compared with \$6,000 per mile for the power companies.

Had the co-ops operated on a profit-making basis as the power companies do, they also would have collected from their consumers an amount to pay in income taxes. As non-profit systems, they left this money in the hands of their consumers.

But taxes are only one of the contributions the electric cooperatives are making to their communities and state. In addition to paying taxes, they are promoting and furthering the development of rural areas and rural communities, thus both adding to North Carolina's income and increasing the property values on which taxes are based.

There are 32 electric cooperatives in North Carolina, all working for people, all paying taxes and all helping to build a better North Carolina for all the taxpayers. **Tarheel Electric** 



# The CAROLINA FARMER

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## Partner to a Miracle

The biggest tomato, the longest sweet potato, the night blooming cereus showing its blossoms; how does your garden grow?

Whether it grows on a farm or a backyard or in nothing bigger than a flower box, it grows in an undeclared sweepstakes of superlatives in which the extraordinary is as exciting among green thumbs as the biggest fish is among anglers.

Every summer when the tomatoes ripen, somebody you know, and perhaps even you, will bring forth a tomato nearly as big as a cantaloupe. Every week in season a double bloom will be discovered where there should be only one.

Mention watermelons and you'll learn somebody in your own county had one so large he had to ask his wife to help him bring it to the house.

And there's always the night blooming cereus. That's one of the several kinds of cactus plants with large, white flowers that open at night. There must be a couple of dozen of them around Raleigh. Every time one of them blooms somebody discovers anew that here in his own yard is one of nature's miracles.

The headlines, the radio bulletins and the television newscasts, they come at you every morning reporting new disasters and dilemmas and all the other things that happen to people and people cause and people do to others.

And the man with the biggest tomato, the longest sweet potato or the night blooming cereus takes it all in, knowing that he—here in North Carolina, with his own hands and the help of those immutable laws greater than any man has written—has been a party to something bigger and better than he ever could have managed alone.

Jim Chaney

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COVER—The Charles B. Aycock Birthplace at Fremont, near Goldsboro, is a North Carolina shrine operated under the Historic Sites Division of the State Dept. of Archives and History. Here, in a section well-known to members of Tri-County EMC, was born a Tar Heel legend. A special article on page 6 tells the story. Cover photo by Wilton Rowe, Tri-County EMC.

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# A Workshop Building People

In an old tobacco warehouse in the heart of Rocky Mount a group of disadvantaged people are finding heart to face the world.

As you stand in the doorway, the warehouse layout suggests a crude assembly line. There are a dozen or so focal points where four to five workers are gathered around tables or machines, while others are rolling hand carts from group to group, linking the work flow.

Most of them will look up at you and give a welcoming, though suspicious smile; others will work on intently, pretending that you're not even there. Many are talking and laughing, while a few never utter a word.

Yet, all these workers have two things in common. First, every one of them is either mentally or physically retarded. Secondly, and most important of all—every one seems to be *happy*.

The Rocky Mount Work Shop first opened its doors in the fall of 1965 with only a few workers and a small facility on S. Franklin St. Today, 58 workers are employed in the spacious, 57,000 sq. ft. Smith's Warehouse at 210 N. Church St.

W. M. Dye, who became director of the work shop last September, is largely responsible for the rapid growth and increased productivity of the shop during the past few months.

His first change was to move the shop to the bigger building. "I wanted to give people a permanent job," he explains. "We can employ up to 125 people here as compared to about 30 in the former location."

The Rocky Mount Work Shop has three departments: a wood-work department, a sewing department, and a cone processing department. The cone operation is by far the "bread and butter" operation of the Work Shop, says Dye.

Used cones of all sizes are bought by the Work Shop from textile mills across the state. They are then delabeled, graded, sorted, and painted by the workers and sold back to spinning mills so that varying types of thread may be wrapped around the cones and



Director Dye and the interior of Rocky Mount warehouse occupied by Work Shop.

be easily identified by the painted cone tips.

Dye, a 72-year-old retired engineer, designed and built much of the equipment himself, including a steamer to delabel the cones and a conveyor-belt paint machine to paint the tips.

"I made these machines to compensate for the slowness of these people so that we could increase production," he explains.

Tinka White, who works directly with the workers as a supervisor finds her work gratifying. "These people are very friendly and easy to get along with," she says. "They cooperate to the nth degree. You soon feel that they are just like anyone else."

"They are very emotionally involved in their work," she adds. "They take pride in what they do, and become very impatient and upset if things aren't running smoothly."

Nineteen of the Work Shop's 58 workers are trainees sponsored by the Vocational Rehabilitation Di-

vision of the N.C. Department of Public Instruction. The state agency provides lunch and transportation money to qualified trainees in addition to a monthly salary. It also provided some of the initial equipment for the Work Shop, and it sponsors a course in personal and social adjustment for the trainees.

Most of the applicants are introduced to the work shop through local agencies and civic clubs. Applicants are evaluated for 30 days and if they qualify are put in a six-months training program sponsored by the state. After training, the workers either continue at the work shop or they are placed in jobs in the community.

"The average salary is between \$20 and \$30 a week," says Dye. "But for most of these people this is the first job they have ever had."

Dye welcomes any assistance. Edgecombe-Martin EMC in Tarboro, for example, gave 500 obsolete meters to the Work Shop. The glass meter covers are being sold for flower pots and various other uses.

The Director gives special praise to Leslie Rucker, manager of Edgecombe-Martin EMC: "He has been a big asset to our program. He has taken an interest in us, given us some publicity, and arranged for me to address the Rotary Club in Tarboro."

"I think that the Work Shop is a wonderful thing," says Rucker. "These people would be miserable if they were not working. Instead, their jobs have given them a fresh outlook on life."

*Ed Brown, Jr.*



Work Shop products on display.





# TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J. C. Brown Jr.

## Who Are They Talking About?

WHEN WE GET OUR MONTHLY ELECTRIC BILL, the power company almost always sends a piece of propaganda along with it.

Usually we're so preoccupied with attempting to reason out how the bill could be so high—because we don't see how we could have used \$25 or more worth of current—that we don't bother to read the enclosure.

We, and we suppose most people served by power companies, have become accustomed to the way power companies have of constantly crying "socialism" and "government power" and of making much of the claim that only they pay taxes. So we dismiss the enclosure as just another chorus of the old IOU refrain and toss it aside unread. But when we study the bill and contemplate the \$25 or \$28 we're being charged for the month, we wonder how much of that we could be spared if we—and the rest of the company's ratepayers—did not have to pay for propaganda as well as power.

Sometimes, however, the enclosure is so blatant that it can't be ignored. We find ourselves reading it and wondering if the power company has had a short-circuit, or if, in its desperation to get a response to its propaganda campaigns, has decided that if the truth won't serve then perhaps shouting "Fire" will set things stirring.

A recent enclosure received by customers of North Carolina power companies with monthly bills illustrates the fire alarm technique—you might say a false alarm at that.

The enclosures, identical except for the changes to fit the company involved, sought to show that power company ratepayers are being discriminated against by government power operations.

"How much longer do you think," the enclosures demanded, "20 percent of the electric customers in the United States should be excused from paying the same taxes you have to pay as part of your electric bill?"

We're glad the power companies put the question that way. It shows they finally are conceding that they themselves don't pay the taxes. Power companies merely collect the taxes; the ratepayer pays them. But power companies have the use of the money, and these amounts collected in advance of payment of taxes to tax collecting agencies provide the companies with an important source of interest free capital.

And, as we read we wondered: "Who are they talking about?" are they still belaboring the old contention that people served by electric membership corporations don't pay taxes?

Well, EMC people *do* pay taxes. North Carolina's EMCs pay on the same basis as the private power companies, even though their ability to pay is far less; the co-ops have revenues of only \$500 per mile of line compared with \$6,000 per mile for the power companies.

Last year, the EMCs paid 46 percent of their net electric revenues in taxes—\$2,077,232 in local taxes to counties and municipalities and in gross receipts and other taxes due the State. Had they operated on a profit-making basis as the power companies do, they also would have collected from their consumers an amount for income taxes. As non-profit systems, they left this money in the hands of their taxpaying member-owners. And the EMCs are not government power systems, if that's what the power companies are trying to imply. EMC's are locally-owned, locally-managed taxpaying consumer power systems. They don't object to the fact that the power companies are operated as profit-making systems with rates set so to keep paying a hearty dividend to stockholders and fat incomes to power executives. And the EMCs are not saying that because they put the consumer first they deserve consideration over investor-oriented power companies. They can say, though, that the attempts by the IOUs (investor-owned utilities) to discredit consumer-owned systems are unfair, unwarranted and wasteful of the payments made by the ratepayers of both. More than that, it is propaganda without direction. It is irresponsible and it certainly doesn't apply to the consumer-owned systems serving and paying their full share of taxes in North Carolina.

The power companies' attacks on North Carolina's electric co-ops not only ignore the facts; they also needlessly assail good customers. They EMCs are among the best and largest customers the IOUs serve in North Carolina, and the millions the EMCs pay the IOUs annually for power (and for their share of the federal income taxes the power companies made such an issue of) go a long way towards making the power companies the most profitable monopolies in the state.



# For Every Child an Equal Opportunity

*Few North Carolinians have contributed as much to the progress of their state as Charles Brantley Aycock. Few have done as much to serve it in their lifetime or have left it such a legacy. As "Educational Governor," he not only brought North Carolina better schools; he testified to, to use his own words, "the equal right of every child born on earth to have the opportunity to burgeon out all that there is within him."*

**By James Ivey**

**C**harles Brantley Aycock was born Nov. 1, 1859, the youngest of 10 children of Benjamin and Serena Aycock. He was raised on the family farm in a very plain farmhouse in Wayne County near Fremont.

Serena Aycock could not read or write but she made her children learn how. Young Charles showed exceptional interest and progress in his studies.

Aycock attended school in Nahunta (Fremont) and in Wilson, then interrupted his studies in 1875 to teach for a short time in Fremont. He resumed school in Kinston for a year and then entered the University of North Carolina.

At Chapel Hill, Aycock became an outstanding debater and a campus leader. At graduation he received the Bingham Essayist Medal and the Willie P. Mangum Medal for the best commencement oration.

## *A Start in Law*

After studying law three years at Chapel Hill, Aycock finished his training privately in Goldsboro in 1881. That same year, at the age of 22, he was admitted to the bar, opened a law office with Frank Daniels, a former Carolina roommate, was elected superintendent of public instruction for Wayne County and married 16-year-old Varina Woodard. His first year's earnings as a lawyer totaled \$144.

Like his father, who served as Wayne County clerk of court and as a State senator, Aycock considered it the duty of every good citizen to participate in public affairs. From 1893 to 1897, he served as United States district attorney for the Eastern District of North Carolina. Beginning in 1887, he served a total of 17 years as chairman of the Goldsboro School Board.

Aycock was always an active Democrat. In every election campaign from 1881 to 1898 he canvassed the State making speeches for the party ticket. He became a popular political orator and party leader.

Aycock's only political defeat was in 1890 when he withdrew his name as a candidate for the Democratic nomination for Congress after the 177th ballot.

## *Campaign for Education*

In 1900, Charles Aycock campaigned for the governorship on a platform supporting the Suffrage



Charles Brantley Aycock

Amendment and better education. He won over his Republican opponent by three to two.

During his administration, bills were passed in support of orphanages, schools for the deaf, dumb, and blind, child labor controls, better roads, just taxation, and the public schools.

Aycock used his administration very largely for building up the public school system. His educational program for more school taxes, consolidation of one-room old field school houses, longer school terms, and higher salaries for teachers earned him the title of "Educational Governor." He



Modern museum at Aycock birthplace, completed in 1962, houses much material relating to the governor and his times.



became the hero of modern education in North Carolina.

It is said that during Aycock's administration as Governor, a school was built for every day he was in office, including Sunday.

Continuing the work of Calvin Wiley, who is known as the "founder of our public schools", Governor Aycock was aided in his education program by such men as Thomas F. Toon, Charles Duncan McIver, Edwin A. Alderman and James Y. Joyner.

After leaving the Governor's Office in 1905, Aycock returned to Goldsboro and resumed law practice with Frank Daniels. Four years later, the prospect of making more money led him to open a practice in Raleigh, in 1909, with Robert Winston, a former classmate.

### *Education for Everybody*

Constant demands were made on ex-Governor Aycock for his services as a lawyer, politician, and speaker. Whenever possible, he spoke on his favorite subject, "Universal Education." After prolonged insistence from his friends, Aycock consented to be a candidate for the United States Senate. He announced his candidacy and was to make his opening campaign speech in Raleigh, on April 12, 1912. On April 4, his campaign plans ended with his sudden death in Birmingham, Ala., while delivering his famous speech, "Universal Education."

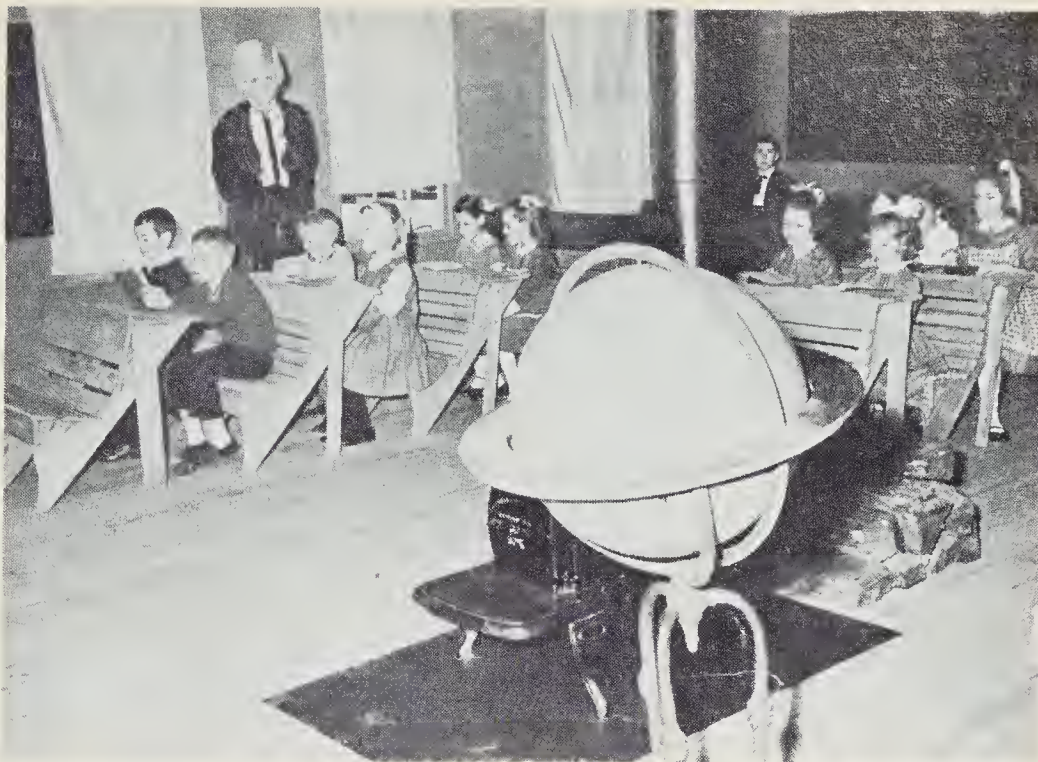
Aycock's life and work still shine as an inspiration to North Carolinians interested in public education. His name remains a guiding star in the struggle today to improve public education in North Carolina.

### *Where He Was Born*

The Charles B. Aycock Birthplace, which was restored by the Charles B. Aycock Memorial Commission and the State Department of Archives and History, is located 12 miles north of Goldsboro, just east of US 117, between Pikeville and Fremont.

It not only shows the house in which Aycock was born, but also a typical eastern North Carolina farmhouse and outbuildings of the mid-1800's.

The site includes a dwelling house, four farm buildings, a restored 1870 one-room school, and a Visitor Center-Museum.

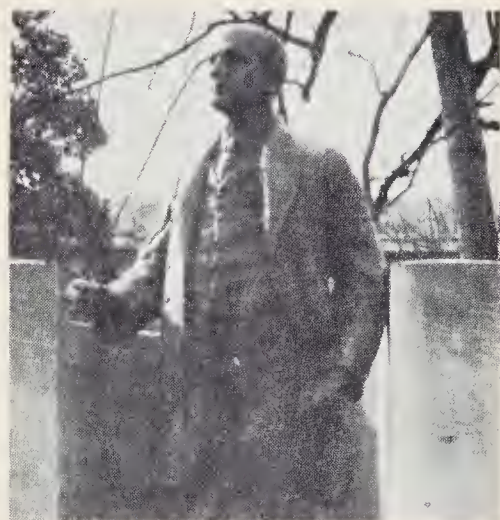


A "teacher" and "pupils" in period costume hold a cross in Aycock's old school.

The school was built in 1870 and has been restored and furnished in the style of that period. It serves a twofold purpose: as an educational exhibit, it is typical of rural schools in existence at the time Aycock became governor; as an assembly room, it is used for lectures to visitor groups.

The Visitor Center-Museum houses the exhibits that portray Aycock's adult life (with special emphasis on his education progress), the administrative office, research area, and the public rest room facilities. A free picnic area is also provided.

(Mr. Ivey is historic sites specialist at the Aycock birthplace for the State Dept. of Archives and History.)



Aycock on Capitol Square.



Groups visiting Aycock birthplace gather in restored schoolhouse for lectures.





Wamy doll made by Louis McKinney is virtually trademark of the program.

## No Tears For Wamy's Poor . . .

**A**n "industrial revolution" is bringing financial hope to hundreds of poor families in North Carolina's mountains.

A renaissance of the mountain handicrafts industry has been made possible by the WAMY Community Action Program in the four counties—Watauga, Avery, Mitchell and Yancey—which give WAMY its initials.

Eventual control of the crafts program will be in the hands of the poor themselves.

The program began in June, 1965, when a WAMY employee visited economically deprived persons and encouraged them to attempt the manufacture of crafts—with materials, teaching and central marketing obtained through WAMY.

The program has since become a booming business, with 204 craftsmen, who sold \$5,500 worth of goods in the last quarter of 1967 alone. Most sales are made through the Central Warehouse maintained by WAMY in an abandoned school building in Cove Creek, in Watauga County, and through fairs and wholesale houses in the northeast.

*The critics of federal relief, welfare programs and anti-poverty work don't admit to the realities which confront the people of WAMY. But because there is a WAMY and other organizations like it, deserving people are able through cooperative efforts to at least know they haven't been forgotten.*



Wiley Blevins of Watauga County making splits for his handmade rocking chairs.

"The volume of business we can handle depends only upon how fast our craftsmen can turn out their products," said Ruffin Tucker of Spruce Pine, WAMY marketing specialist. Tucker said demand for most crafts products exceeds present supply.

"We foresee an eventual sales volume of a hundred thousand dollars yearly," added Mrs. Juanita English, four-county crafts coordinator.

Mrs. English and four WAMY crafts specialists—one in each county—administer the crafts program. Community-based "home visitors" help see that craftsmen are supplied with materials and their products transported to markets.

Last December, the crafts workers were organized into a mutual association, similar to an agricultural cooperative. Known as "Blue Ridge Hearthside Crafts, Inc.," the organization will be controlled entirely by craftsmen, with only two employees—an administrator and a marketing specialist—who are not craftsmen. Pooled financing will enable craftsmen to buy raw materials wholesale at bulk prices; and the association will buy directly from member craftsmen, to eliminate

the waiting period before payment. Red tape will be eliminated in such areas as sales tax reports and inventory control.

"Eventually," says Tucker, "Hearthside Crafts should operate on a self-paying basis, without subsidy."

Products of WAMY crafters have scored sales successes at many fairs and exhibits. Following the Smithsonian Folk Festival in Washington, the Smithsonian Institution ordered \$5,000 worth for permanent display, and a New York crafts sales agency has bought WAMY merchandize in impressive quantities.

Expansion to retail markets will mean a big jump in income for many craftsmen. A retail catalogue now being prepared will list over 300 handicraft items to be handled by the association.

Crafts items most in demand now are, unfortunately, among those which will yield the smallest profits for the craftsmen—wood-carved toys and rag dolls. Still, 12 to 20 persons sign up for each community-wide handicrafts class, taught by craftsmen with help from county craft specialists.

Classes in rag doll making will be taught in Watauga County this spring by Mrs. Lena Townsend





Mrs. Aggie Lowrance completes a stuffed calico cat as neighbor's child watches.

of Valley Crucis, whose needlework ingenuity started the rag doll craze in 1965. "It takes me two days to make a doll," said Mrs. Townsend. She realizes \$3 profit out of the \$5 the dolls bring wholesale.

"But if it wasn't for the crafts program," Mrs. Townsend added, "we wouldn't have any income in the winter." Her husband Donald, who helps by stuffing the dolls with cotton, has a seasonal job and does farming.

Three dollars for two days' work isn't much, but it can mean a cushion against starvation. One elderly craftsman lived on an income that averaged \$160 a year before the crafts program began. Another, Wilce Adkins of Ramseytown in Yancey County, who makes musical instruments, said: "If you can't make big money, I say make little money. It all helps." Adkins is 81 and has a heart condition requiring constant medical treatment.

Adkins' wife Lulie makes rag dolls and quilts. "We get \$45 a month Social Security and \$21 welfare," she said, "but that just pays the medical bills." For additional income, Mrs. Adkins sometimes sews until midnight, then begins again at 5 a.m.

Many of the craftsmen are highly talented. Mrs. Lois McKinney of the Jack's Creek area of Yancey County, specializes in

a stuffed doll that comes with smiles or tears (like her doll in photo) according to the customer's preference. She does the doll faces without pencil tracings to guide her, working out the eyes, brows, nose and mouth with a needle and an artist's intuition.

Mrs. Aggie Lowrance of the Banner Elk community makes some of the most finely-worked stuffed toys in the mountains. In her hands, scraps of cloth become lions, Mother Hubbard dolls, clowns, monkeys and cats.

Mrs. Hassie Johnson, who lives on the North Toe River in Brush Creek community, Yancey County, is famed for baskets made from wood splits. Wiley Blevins of Watauga County makes handcrafted chairs and rocking chairs from sawing and splitting the wood himself to finishing up by weaving the seats.

Of the 204 craftsmen in WAMY's records for last quarter, 71 are heads of families. Only 42 receive public assistance, though 140 are classified below the "poverty line" (\$3,000 annual income for a family of four) and the rest barely above it. Also, 139 are over age 45, and cannot get a steady job in an area in which industry has but recently supplanted farming as the most dependable source of income. Many of the rest are too ill to work regularly, and some are



Handmade dolls and toys ready to be packaged at crafts co-op warehouse.

widowed heads of households with dependent children.

The average WAMY craftsman last year increased his income by \$9 per month through the crafts program—and with the new Hearthside Crafts Association, hopes are high that this year's profits will be greater.

*(The picture-story of WAMY crafts cooperative was obtained at our request through Billy E. Barnes, public information director for the North Carolina Fund. WAMY is representative of many such programs the Fund has helped make possible.)*



Mrs. Hassie Johnson of Yancey County with some of her wood-split baskets.



# Something, Just Anything If You're Really in Need

*What is this poverty they talk about when they talk of rural needs and urban slums? It is not merely something to be lamented by sociologists and to provide projects for the North Carolina Fund and the Office of Economic Opportunity. It is people weary and wanting, and it can be a hungry somebody as close as your own back door.*

She stood there, on the steps before the screen door to the back porch, clutching in one hand a dirty shopping bag filled, it seemed, with rags and leaning with the other on an old umbrella.

"Do you," she asked, "be needing anybody for washing windows or anything? I is looking for something to do to get something to eat."

We have a girl who comes in, she was told. We really don't need anybody else.

"If you could let me have a quarter," she suggested, "that would help me out."

The headlines in the paper only a few days before had reported the cost of living in this nation of affluence had climbed to an all-time high. Across the street the neighbors had just bought a new piano. Next door a family with a son in college had two cars parked in their driveway. Nobody was well-off but neither were any in need. It was spring in an affluent America, and now at the backdoor a hungry woman wanted work or 25 cents.

How did you happen to come here? the woman was asked. Did somebody tell you someone on this street needed help?

"I just came looking," she answered. "Nobody told me to. I just felt like somebody hereabouts might have something and I been near about everywhere else."

It was evening weeks earlier when the other caller came. He, too, carried a bag and walked with an improvised cane, and he looked as though he had been outfitted at a rummage sale.

"Have you got any work you want done?" he asked.

There was no work.

"Just anything would help," he said. "If you got some old clothes, maybe some old shoes, or something I could sell to get something to eat."

There were some old shoes and he took them along with two over-size cans of pork and beans.

"I sure do thank you," he said. "I sure do."

But weren't you around here before? he was challenged. You aren't making a habit of this are you? There must be other streets in a city this size. Why don't you go visiting some of them?

"I just happened to come this way," he answered. "The gentleman up the ways, he said for me to come back and he'd see if he couldn't have something for me."

But if you go to the same well too often, he was told, people are going to get the idea you're a bum.

"But that's what I am," he said grinning. "I am a bum. That's what I have to be. Unless I can get a little something to do."

Down the street, a neighbor coming home from work, drove his new car into his garage. A few hundred feet back of him children on new bicycles and skates played on the large paved parking area serving the carport of a long, low ranch house. A few hundred yards up the street, workmen finishing a new recreation room piled into their truck to leave for the night.

It wasn't an affluent neighborhood. None of its residents would call themselves affluent. None of them could really believe the man with the grin and the bag really had to beg to eat.

Driving home from downtown to the suburbs, the people on the street would pass the ill-kept houses in which people like the man with the bag live.

"You know," the neighbor said, "if they had any self respect they wouldn't live like that. There are some people who wouldn't know what to do with it if they had anything."

The women came in their station wagons early nearly every Sat-

urday morning, hauling loads of outgrown and out-of-fashion clothing to sell in the parking lot of the big office building. Some of them sold for themselves.

"How much is them shoes?" the customers would ask. "I couldn't give no more than 10 cents. That's all the other ladies ever ask."

"Has you got any men's pants? I told myself before I came this morning I was going to buy my boy some pants if there was any to get."

"They've got money," the women would tell each other. "They've got money; they say they don't but they have."

The children were roller skating when the woman in the molting fur coat came.

"I bet some of the things those children has done with would just fit my grandchildren," she said. "Just anything would be nice, just anything."

When the knocking sounded at the door, the man raised his head from his paper. His wife would see who it was. A few moments later the wife came into the den looking curiously frightened.

Would you see what that man wants? she asked her husband. He looks sick or perhaps he's drunk.

"Would you take me home?" the stranger asked half in tears and half in challenge.

Home? the man demanded. Home! Where in the heck do you live? The stranger said he lived on the other side of the city, at least eight or more miles away.

He was a white man. He was dirty, hollow-eyed and he was drunk.

"Would you take me home?" he pleaded. "I'm a good man. I own property . . . I can show you my house . . . I'm somebody . . . He staggered.

"I don't have to go begging . . . I can show you my house."

And the man with the bag, and the woman with the umbrella, and the woman in the molting fur coat, they had nothing to show. They had no pride to lose.

And as the neighbor had remarked, and as the drunk might have remarked, when he was sober, if you give some people something they wouldn't know what to do with it.

Jim Chaney



# No Quarter in the Marketplace

**D**espite the universal interest of all people as consumers, it can hardly be said that the consumer is either "king" or "queen" in our economy.

The price of automobiles, for example, is no longer determined by genuine competition but rather by the decision of no more than three all-powerful managements of three all-powerful corporations. And no longer are automobiles well enough built so that they can be repaired and driven over a period of years. Instead they are built to become obsolete after a couple of years and relegated to the vast auto cemeteries that debauchify our landscape.

The Food and Drug Administration is openly alarmed over the

results of its investigation of what happens when drugs are found to be harmful or ineffective. More than twice as many drug products have been "recalled" from the market during the past 12 months as was the case a year ago. But more serious is the apparent fact that, though formally "recalled", these products all too often remain available for purchase in drug stores and even for use in hospitals. The drug industry enjoys, along with related chemicals, the highest profit in our economy—and one of the highest rates of monopolistic concentration of control.

Senator Nelson of Wisconsin has discovered through hearings before his monopoly subcommittee

of the Senate Small Business Committee that U.S. consumers are being gouged unmercifully by the pricing policies of drug manufacturers. Findings show that some drugs cost American consumers 10 and more times as much as the very same drugs sold by the same companies in foreign countries.

And the case becomes more clear every day that drugs purchased under advertised brand names are many times as costly as the exact same drugs if purchased under their generic names.

The oil industry is another example of concentrated economic power. And it is hardly surprising therefore to find the Federal Trade Commission pointing to "industry-wide anti-competitive pricing" and accusing the major oil companies of using advertising not to benefit or give information to consumers but rather to entice them with gimmicks, raffle chances and "tigers in the tank."

The FTC went so far in its report of its two-year survey of the oil industry as to say that the practices of the major oil companies as against the independent have been such as to "seriously damage free and open competition in one of the nation's most important industries."

The remedy—for surely there is one—is simply stated but not so easy to accomplish. The remedy is to restore competition so consumer choice can become real instead of fictional and so the monopoly power that now resides in the giant corporations can be counteracted.

The only sure way this remedy can be applied is by organizing consumers in their own interests. And such organizations won't do much good unless they truly represent all consumer interests, all classes of consumers and levels of society.

Such organizations—and many already are in existence across the nation—would serve both to inform and educate their consumer members and to help them and the public generally to obtain the best products, services and financing at the most reasonable terms.

Where such organizations are strong enough and alert enough they can become the balance wheels of a just and truly free economy.

*Jerry Voorhis*

(Mr. Voorhis is retired executive director of the Co-operative League of the USA)

## Food Bills Will Climb Higher This Year

**A**rise in total consumer spending for U.S.-produced foods—including a rise in the marketing bill and a rise in the farm value of food products—that's the prospect for 1968.

The U.S. Department of Agriculture Economic Research makes the prediction in a report which also says consumer expenditures for these foods have climbed each year since 1949.

A greater volume of food purchased, slightly higher retail prices and a continued uptrend in away-from-home eating are expected to push the consumer bill in 1968 above the \$85.5 billion spent last year.

The 1967 figure was about 3 percent higher than in 1966, mainly due to a greater volume of food purchases, particularly of the more expensive foods. Prices of farm foods in retail stores were down slightly in 1967 from 1966, but prices of "meals out" rose about 5 percent.

The report says a look at specific foods shows consumers last year spent more for grain products, fruits and vegetables but less for most other food groups. Decreases were sharpest for poultry and egg products.

Marketing costs are expected to continue their upward trend in 1968. As a result, the marketing bill is likely to rise for the 18th consecutive year.

Hourly earnings of food marketing employees are likely to go

up more than output per manhour, causing an increase in unit marketing charges. Other operating costs also are expected to increase.

Last year, it cost about \$58 billion to transport, process, package and distribute our nation's farm foods. That was about 5 percent, or \$2.7 billion, more than in 1966. Higher costs and increased services per unit of product as well as growth in the volume of products accounted for the rise.

Receipts by farmers for food products (the farm value) were estimated at about \$27.5 billion in 1967, down by more than 2 percent from 1966. This was the first year since 1959 that the farm value has declined. Still, the farm value in 1967 was the second largest on record, about \$2 billion above the 1965 level.

Farm value of all product groups were lower in 1967 than in 1966, although the volume of marketings increased slightly. Decreases were sharpest for poultry and eggs.

The report says, however, that the farm value is expected to rise again this year.

A rise of about 2 percent in the retail costs of food in the market basket seems likely in 1968. The marketing spread (which is the difference between the retail cost and the farm value) is expected to average 2 to 3 percent wider than in 1967.





Le

*The Carolina Homemaker*  
Edited by Betty McBride

The museum's president, Mrs. W.E. Bateman, and "Miss Catherine" with baby carriages presented by Mrs. W.W. Bulluck, wife of Woodstock EMC's manager.

*Belhaven's Mrs. Way collected things as avidly as she collected friends. The collection of people who knew and loved her was so vast and her collection of treasures so remarkable that Belhaven has memorialized her with a museum as unusual as she was herself.*

Early Carolina kitchenware and furniture, old buttons and thingumabobs—all the mementos that a woman treasured, the various oddities she kept and valued through the many years of a long life—are now part of the treasures in a unique museum at Belhaven.

Mrs. Eva Blount Way was a woman of ranging interests. Homemaker, farmer, natural scientist, collector, poet, and philosopher—Mrs. Way was an indiscriminate saver. She was one of those people who can't throw anything away.

Thousands of people visited Mrs. Way's farm home in Beaufort County to see her fabulous collection between the early 1940's and the time of her death, at 93, in 1962.

Three years later a group of Belhaven citizens, recognizing the historical merits of the Way Collection and its significance to the town and state, organized as a non-stock, non-profit organization the Belhaven Memorial Museum.

Mrs. Catherine Wilkinson, daughter of Mrs. Way, is now hostess of the museum, adding her

own personal charm much as her mother did for so many years. While you may browse around as you please, "Miss Catherine" will be glad to guide you through the numerous exhibits, often adding a tale or two which will make your visit even more interesting.

"Anybody who had something and didn't know what to do with it gave it to Mama," explains Miss Catherine. "When folks learned that Mama was collecting things, they would nearly always bring her something back when they went on a trip or found something unusual."

Today, people are doing the same thing for the museum. Numerous artifacts and curios have been added to the Way Collection to make the museum even more complete and descriptive of days and people long gone.

Perhaps the most valuable pieces in the museum are two petrified walrus tusks, which according to experts from the Smithsonian Institution in Washington, D.C., are over 100 million years old. They were given to Mrs. Way by an old sea captain who, after learning that a fatal disease had to be faced, entrusted them to her so that others might see them.

Another article of great value is a Birdstone—an Indian artifact dating back to the period 1500 B.C. to 50 A.D. The cross-shaped stone, reportedly used as a weight on spear throwers, was plowed up on the farm of Ellis Ray Smith east of Belhaven.

On the humorous side, visitors will enjoy seeing a dress worn by a local lady who weighed 700 pounds. Also, there are two fleas garbed in wedding clothes, which can be seen clearly with the aid of a magnifying glass.

There are many taxidermy oddities in the natural science exhibit including the paw of the last bear killed by Mrs. Way and a necktie made of snakeskin. Some of the snakes killed by Mrs. Way are preserved and the rattles of others may be seen, but the story accompanying the snake with a wooden egg still lodged in



Julian Goff, former vice-president EMC, and Mrs. Bateman examine



# cy of a Lady



EVA BLOUNT WAY

its innards is perhaps the most interesting of all.

According to Miss Catherine, snakes had been robbing her mother's chicken house of eggs much too often. "So Mama put six wooden eggs in the nest," she explains. "It wasn't long before all the eggs were gone. I found one of them in this dead snake under a grapevine," she says, pointing to the victim.

Another valued piece in the museum is an old shell-clustered anchor recovered from the Atlantic off the North Carolina coast. Burned on its teakwood crossbar are the letters "LOVERIN . . ." It may well date back to Blackbeard's pillagings off the coast of North Carolina.

Martial relics recalling our nation's wars include old muskets and pistols, swords, and uniforms. There is an unbelievably large

half-boot with spur attached, cut from the foot of a dead German calvaryman during World War I by Mrs. Way's oldest son, D. C. Way.

A clock with all-wooden works, old books and magazines, a tabulation ballot used when Abraham Lincoln ran for President in 1864, and a brick from the White House when it was remodeled in 1949 are there to tell the stories of the past.

Bonnets, jaunty hats, fancy combs and fans tell a tale of fine ladies in the rich lumbermen's country that brought men of affluence down from Pennsylvania. And Grandma's wedding shoes, gloves, and orange blossoms, not to mention the divided unmentionables and red flannel petticoats with a multitude of tucks, show how times have changed.

There are spinning wheels, baby carriages used by the family of Mrs. W.W. Bulluck during the 1800's, and beautiful china. Mrs. Bulluck, wife of Woodstock EMC's manager, recently presented the carriages to the museum. The china collection is highlighted by a pitcher that came to America on one of the Blount trading ships from England in 1757.

A dress worn by a girl during the reign of Queen Victoria, and a taffeta dress made by a French seamstress for the wife of the president of the first railroad in Lima, Peru, depict ladies' fashions during the 19th century.

"We are trying to become a way of life for the area, to create interest and involvement," says Mrs. W. E. Bateman, president emeritus of the museum. "We want to open up new channels, to make people more aware of the economic and social aspects of the area."

In line with this objective, the museum is organizing trips to various towns and areas such as a recent trip to Raleigh for "Belhaven Day" at the North Carolina Art Museum. "We hope to make a trip to Williamsburg real soon," says Mrs. Bateman.

In addition, several benefits have been sponsored by the museum group to raise much needed funds for improvements. Many of these benefits center around the pirate theme, like the Blackbeard Pageant and Blackbeard Benefit Ball held last year. Other activities include a card tournament, talent show, and summer carnival.

The two main needs of the museum, according to Mrs. Bateman, are knowledge and research; and, secondly, money to operate. "Few of the articles have been authenticated by experts," she points out. "We need to weed out some articles and add some others."

"And, of course, we need money to meet our expenses," she adds. "Summer students from East Carolina University have helped us the past two years, and we are trying to get help from the State Archives and History."

Though the museum is mostly of a historical nature now, Mrs. Bateman says that plans are being made to have a three-section museum: cultural, historical, and the natural sciences. Plans are also being made for an outdoor theater based on Blackbeard's adventures.

Museum officers and the membership of the Belhaven Memorial Museum have taken giant strides toward establishing a genuine tourist attraction, an attraction that should make every North Carolinian proud.

Mrs. Bateman has been pleased with the cooperation of people in the Belhaven area. She gives special praise to former vice-president Julian Goff, who helped move the collection to its present location, and who is currently preparing a brochure for the museum. "We can always use more help though," says Mrs. Bateman.

Preserving things of value and interest is one means of fostering local, state, and national pride. It is one means of preserving our American heritage and of insuring the stability of the "Great American Dream."

*Ed Brown, Jr.*



and staff assistant at Woodstock  
ed anchor found off N.C.'s coast.



# Becky's ALMANAC

"Wedding is destiny  
And hanging likewise"

—JOHN HEYWOOD—

**B**ecause it's orange-blossom-and lily-of-the-valley time again, I searched a quotation index for pretty, silly, and sentimental words about wedding rings, wedding bells, and marriage bliss in general. Having just researched all the way back to the days of ancient Greece, I'm here to report that nobody has had anything pretty, silly or sentimental to say about this revered state.

Here are some of the quotes I found from my research through the ages: "marriage and hanging go by destiny"; "friendships invalidated by marriage"; "marriage happens as with cages"; "marriage is a desperate thing"; "marriage is a necessary evil"; "marriage is a noose"; and on and on . . . and ne'er a word about moonbeams, and June, and foreverness, and happy-ever-afterness.

But, though fortyish and spinsterish, I'm still a romantic about the month of June. I still like to think that the beautiful girl in Alecon lace (and *all* girls are beautiful in their wedding gowns) is a fairy-tale princess, and that the handsome boy who puts the circlet on her finger is prince charming who will carry her away to a fairy-tale castle.

And I love the ancient symbols displayed in a wedding ceremony: the bridal veil, which dates back to the early Greeks, who believed that the groom shouldn't see the bride until his wedding day; throwing old shoes, which had to do with ancient laws governing property; the wedding cake, the modern counterpart of the barley or wheat cake which was eaten by the bridal couple during the wedding ceremonies of the early Romans.

Ah, it's all so charming, it can't be *all* bad in the ever after!

## Fashion FAVORITES



9348  
SIZES 8-18



4749  
SIZES 14 1/2 - 24 1/2



4878  
SIZES  
8-16



4844  
SIZES  
8-16



9115  
TEEN 10-16



4710  
SIZES  
10-18

Pattern No. 9348 is cut in sizes 8, 10, 12, 14, 16 and 18.

Pattern No. 4749 is cut in sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2 and 24 1/2.

Pattern No. 4878 is cut in sizes 8, 10, 12, 14 and 16.

Pattern No. 9115 is cut in sizes 10, 12, 14 and 16.

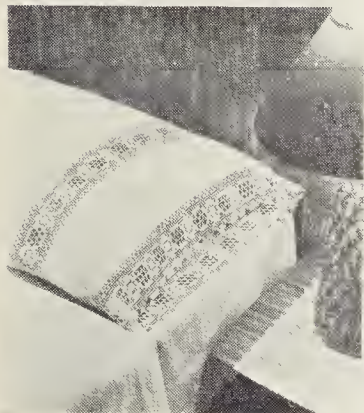
Pattern No. 4844 is cut in sizes 8, 10, 12, 14 and 16.

Pattern No. 4710 is cut in sizes 10, 12, 14, 16 and 18.

Send 50 cents in coin (no stamps) for each pattern to: CAROLINA FARMER, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first-class mail, add 15 cents for each pattern.

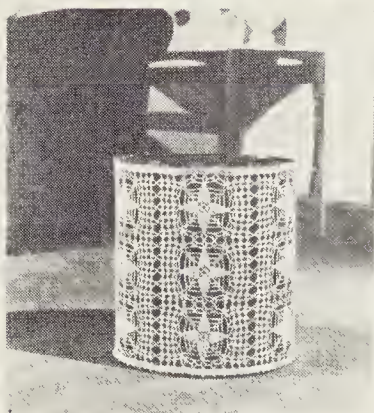


# Free Patterns



## LACY LINENS

Filet crochet enhances crisp bed linens. Make pillow cases and sheets to fill that hope chest.



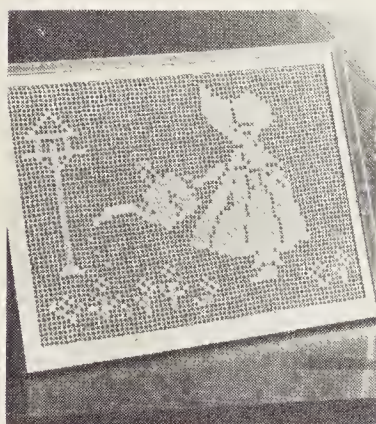
## BASKET COVER

Crocheted lace saves an old wastebasket. Cover with felt then add lacy cover in flower design.



## SHADE PULLS

Shade pulls reminiscent of great-grandmother's formal parlor. Crochet this old-fashioned item.



## NURSERY PANEL

Mistress Mary of nursery rhymes. A charming panel for child's room. Mount on a darker felt.

To:  
The Carolina Homemaker  
P. O. Box 1699  
Raleigh, North Carolina

This pattern offer expires  
August 15, 1968

Please send me the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope bearing a 6-cent stamp. (Two such envelopes are required for more than 4 patterns).

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Lacy Linens  | <input type="checkbox"/> Shade Pulls   |
| <input type="checkbox"/> Basket Cover | <input type="checkbox"/> Nursery Panel |

My Name is: \_\_\_\_\_

Address: \_\_\_\_\_

Comment, if Any: \_\_\_\_\_

The Name of My Electric Co-op is: \_\_\_\_\_

# NEEDLECRAFT



Whip up flared sundress in gay dots or gingham plaid with frosty pique collar.

Nifty-swifty, two-ways pretty! Pop on scalloped collar when breezes blow. Pattern 7042: transfer, pattern pieces sizes 2, 4, 6, 8 included.

Turn your own or daughter's bed into a bower of roses. Choose pink, red or gold.

Glorify a bedroom with one dozen exquisite roses in easy cross-stitch, they're on separate squares. Pattern 7272: transfer of twelve 8-in. motifs.

A lasting treasure—embroider this sampler for your own or a friend's baby.

Little angel-wings float the vital data to earth—a sampler any mom will love. Pattern 7161: transfer 12 x 16 inches: 60 names, color chart.



**FIFTY CENTS** in coins for each pattern—add 15 cents for each pattern for first-class mailing and special handling. Mail to The Carolina Farmer, Needlecraft Dept., Box 162, Old Chelsea Station, New York, N.Y. 10011. Print your Name, Address, Zip, Pattern Number.

Giant 1968 Needlecraft Catalog—hundreds of designs to order. 6 free patterns inside. Send 50¢.

Book No. 1—American Quilts—Patterns for 16 showpieces. 50¢.

Book No. 2—Museum Quilts—Patterns for 12 great quilts. 50¢.

Book No. 3—Quilts for Today's Living. 15 superb patterns. 50¢.

Book of Prize Afghans—Knit, crochet 12 beautiful afghans. 50¢.

16 Jiffy Rugs to knit, crochet, weave, sew, hook for less than \$10 each. Complete patterns. 50¢.



# Tar Heel of the Week

## J.C. Brown Jr.: N.C. Fund Chairman

By Guy Munger

**F**or J. C. Brown, Jr., the key word may be "involvement"—helping people help themselves.

He's executive manager of Tarheel Electric Membership Association, the organization of cooperatives dedicated to self-help solutions in supplying rural electric power.

And he's board chairman of the North Carolina Fund, the bold experiment in trying to break the cycle of poverty in which involvement of the poor and self-help are key ingredients.

It would be a mistake, however, to push the comparison too far. Electric cooperatives have been in existence for many years and promise to be around for many more. The North Carolina Fund, started in 1963, is frankly experimental and is scheduled to wind up its activities this coming fall.

Getting people to work effectively together is, however, essential to both organizations.

Brown confesses to mixed emotions about the phasing-out of the fund.

"I thought for a while it was a mistake but I don't feel that way any longer. It will leave a legacy of valuable information to the State. Some of its activities in manpower development and low-income housing can be spun off as separate corporations or may be taken over by the government.

"Then there will be no reason for the fund. It's served as the catalyst. By lingering around it would give something to shoot at. Demagogic politicians know there's a built-in prejudice against change and the fund represents change."

Brown, who majored in political science at the University of North Carolina at Chapel Hill, is a realist when it comes to politics and the fund. Without mentioning any names he referred to attacks on the fund:

"A man who has an audience and an appetite for recklessness can make charges that can never be answered even though they

have no basis in fact. It can make it difficult for others to carry on."

In addition to removing a possible target for political attacks, closing down of fund activities will keep the fund from developing a kind of bureaucratic hardening of the arteries.

"Its founder feared it would become institutionalized, the same thing the fund has been critical of in other agencies. Then it wouldn't be innovative. Any organization is in danger of becoming bureaucratic."

Brown has been a member of the fund's board of directors since 1966 and chairman since January of this year. He's convinced it has made a contribution to the State and noted these accomplishments:

- Attracting \$35 million in new anti-poverty funds to the State, in addition to the fund's own grants of \$9.5 million from foundations.
- Local community action projects against poverty.
- Research into the specifics of poverty, manpower development, food prices, housing.

"Because the fund is a private operation and was created to deal with change, it could depart from traditional programs that just hadn't moved us forward," Brown said.



J. C. Brown, Jr.

"No matter how much good will, the smart way to get reelected is to leave things alone. The fund wasn't trying to be popular and it wasn't bound by existing programs."

Brown adds, however, "The State as a political body could capitalize on some of the experience of the fund. It would start on manpower and housing immediately. Other states have."

Other Brown views on the North Carolina Fund and poverty:

"The fund hasn't been a do-gooder. You know—salve your conscience and then retreat back into your middle class security. The fund people haven't got overwrought. They've just worked at it in practical ways, I think."

"People believe the poor are on welfare and drive Cadillacs and have illegitimate children so they can get the 50 cents a day to feed them. You can't feed your child on 50 cents a day. Most of the people on welfare are either too young or too old to work . . . A fund study showed that when people on welfare got extra money it went for better food for their children, not luxuries."

"Involvement needs to be understood. Just pouring money in doesn't help. The whole purpose is to see if you can get people to the stage where they don't have to depend on charity. It's the antithesis of perpetuating welfare."

"Demonstrations reinforce the fact that the poor have felt they haven't any voice in decisions that affect them. They're saying, 'I haven't really been treated as a man.' It's easy to overlook the poor because they haven't been articulate . . . We've got to deal with these changes—in self-defense if not for humanitarian reasons."

Brown's interest in the general problem of poverty is a logical outgrowth of his work with electric co-ops.

"Co-ops are involved in all sorts of economic development programs locally. Rural North Caro-



lina is suffering more than urban North Carolina from poverty and it's suffering more from poor housing."

Brown, who is 41 years old, was born in Gainesville, Fla., but moved to Waynesville when he was 9. His mother and father both taught high school there.

After serving in the Navy in the Southwest Pacific from 1944 to 1946, he entered UNC and graduated in 1950.

He was news editor of the Elkin Tribune from 1950 to 1952, then joined N.C. State University as news editor in the School of Agriculture.

Brown moved into the electric co-op field in 1956 when he became editor of Tarheel Electric's magazine "Carolina Farmer." In 1961, he was named Potomac Basin coordinator for the National Rural Electric Cooperative Association. A year later he became executive manager of Tarheel Electric.

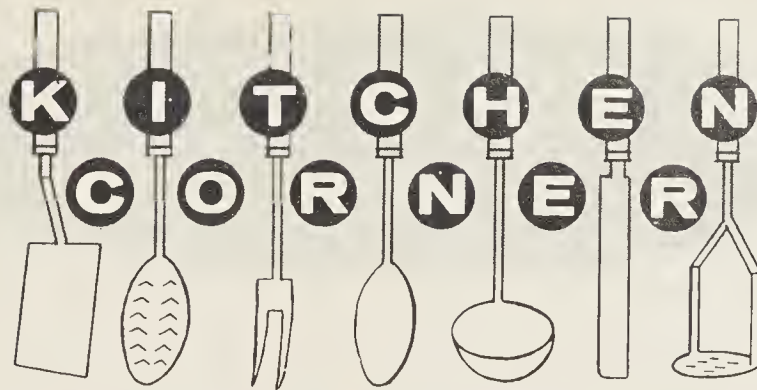
Brown minimizes the importance of his journalistic career. (Filling out a biographical form, he noted he was the author of "numerous articles, features, none of significance.") But in 1960 he won the George Haggard Award, given to the editor who has made the greatest contribution to rural electrification.

Brown is married to the former Mary Jo Fulton of Walnut Cove. They live at 4321 Yadkin Drive, Raleigh, and have five children: Mary Beth, 14; Sara, 9; Laura, 7; Joel, 6; and Ann, 1½.

## Tar Heel of the Week

### What It Means

Only a very few of the hundreds of North Carolinians nominated for "Tar Heel of the Week" are selected for the honor. The News and Observer reserves the recognition for those men and women who, in addition to achievements in their careers, make outstanding contributions to their communities and state. J. C. Brown, Jr., "Tarheel of the Week" on April 28, thus joined an elite which, like the paper Josephus Daniels founded, devotes "itself to the policies of equality and justice to the underprivileged" and is a "tocsin" against privilege and selfishness." Guy Munger is business editor of The News and Observer—Photo by Ken Cooke, N&O staff photographer.



## Strawberry Meringue Tarts

How have you been enjoying the strawberry season? The strawberry shortcake way? Our recipe this month offers a new way to serve your family the favorite berry. The recipe for Strawberry Meringue Tarts was sent to us by Mrs. D. A. (Addie Mae) Williams of Hamlet, North Carolina.

Addie Mae is a housewife who keeps busy sewing, visiting, and doing church work. Before her husband retired, he built a place in the country where she lives now. She says she enjoys the quiet there. Addie Mae has seven children, all grown and married, and twenty-one grandchildren. The Williams' home is served by Pee Dee Electric Membership Corporation.

Addie Mae says that each month she files away the recipes from THE CAROLINA FARMER and has tried almost every one. We hope you will try her Strawberry Meringue Tarts before the last strawberry is gone.

If you have a favorite recipe you'd like to share through this column, send it to: Betty McBride, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

### CAROLINA FARMER RECIPE

#### STRAWBERRY MERINGUE TARTS

4 egg whites	1 teaspoon vanilla extract
1/2 teaspoon vinegar	1 cup sugar
1/4 teaspoon salt	1/2 cup quick oats (uncooked)

Start oven at slow 275°. Spread unglazed brown paper on baking sheet. Beat egg whites. Add vinegar, vanilla extract, salt as you beat. Beat until fluffy. Add sugar gradually, beating well after each addition. Continue beating until mixture stands in peaks when beater is removed. Lightly fold in oatmeal. Make 8 mounds of meringue on paper-covered baking sheet. Use spoon to hollow out centers and build up sides to form tart shells. Bake at 275° for 45 minutes to one hour. Let cool for a few minutes, then remove from paper to serving platter. Let cool thoroughly.

#### FILLING

2 cups sliced fresh strawberries  
sugar  
1 pint heavy cream

Slice fresh strawberries and sprinkle them with sugar. Let stand 30 minutes. Whip cream until stiff. Combine with berries. Heap into meringue shells. Yield 8 tarts.



# "What Should a Teenager Consider When Choosing a Future Career?"

"The most important factor concerning the choice of a career is that of satisfaction with one's work. A student should ask himself, 'Will I enjoy this life?' 'Is this really what I want to do?' It is so different from choosing a course to take in school or which college to attend. This is what you're going to do the rest of your life. It is extremely necessary that you enjoy your career. Other factors involved are those of income, location of work and necessary training or college work. The most important factor, however, is that of personal satisfaction. No one can perform a task unless he knows it is appreciated and he gains his satisfaction from this.

**Don Banks**  
Rt. 1  
Marshall

*Don is 17 years old and a senior at Marshall High School. He is a member of the basketball, baseball, and track teams at Marshall. His parents, Mr. and Mrs. Robert Banks, are served by French Broad Electric Membership Corporation.*

★ ★ ★ ★ ★

"In choosing your future career, you should talk with your guidance counselor at school. He will give you various tests to determine what field you should enter. You then should do research in this field to see what jobs you prefer. Whether your mind is made up about a career or not, you should plan on continuing your education as long as possible."

**Terrie Clifton**  
Rt. 2, Box 841 - A  
Elizabeth City

*Terrie is 16 years old and a sophomore at Central High. She enjoys reading, singing, dancing and participating in church activities. Her parents, Mr. and Mrs. Lindsey A. Clifton, are served by the Albemarle Electric Membership Corporation.*

★ ★ ★ ★ ★

"When choosing a career, the most important things a teen should consider are his interests and abilities. He should confer with his parents and

respect their opinions. He should see as many people working in that field as possible. They could tell him much about the work, the training required, opportunities for advancement, pay and other facts he must know. A teen looking for a career must definitely talk to his counselor. A counselor knows much about getting both immediate jobs and training in connection with future careers. He is an important man to know if finances are a problem. In the end it is up to the teen himself, what he does with his life. He ought to get the facts and think them over so his decision will be a wise one.

**Lynn Dellinger**  
Rt. 1  
Dobson

*Lynn is 16 and a junior at Surry Central High School. He enjoys reading and listening to pop music. His mother, Mrs. Connie Dellinger, is served by Surry-Yadkin Electric Membership Corporation.*

★ ★ ★ ★ ★

"These are a few of the things a teenager should consider in choosing a future career. You should find out what your interests and your dislikes are. You should ask yourself what you believe your best abilities are. Here are a few questions you should keep in mind. 1) What education or training is necessary? 2) What qualifications should the individual have? 3) What compensation or earnings can one expect? 4) How can one 'break into the field'—where to apply and where to obtain further information? 5) What are the possibilities of advancement in the future? 6) What things do you like that fit into the requirements for this type of work?

**Brenda Diane Cranford**  
Rt. 1  
Woodleaf

*Diane is 16 years old and attends West Rowan High School. Her hobbies are horseback riding, sewing, cooking and typing. Her parents, Mr. and Mrs. Roy Allison Cranford, are served by Davie Electric Membership Corporation.*

Teen

**R U N T A B L E**

## NEXT QUESTION

*"Should Parents Pay Their Children For Making Good Grades?"*

If you have a good answer, send it to **THE TEEN ROUNDTABLE**, The Carolina Farmer, P. O. Box 1699, Raleigh, N. C., at once. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

This question was submitted by Karen Bodenheimer, who will be receiving \$5 from THE CAROLINA FARMER. Karen is 16 years old and attends Watauga High School. Her parents, Mr. and Mrs. Clade Howard Bodenheimer, are served by Blue Ridge Electric Membership Corporation.



# What Has the Housewife Wrought?

The modern supermarket is becoming, like the country store, a place where you can buy almost anything. Specials and successive mergers characterize the grocery business today, and the shopping habits of today's housewives are responsible not only for this but for other trends which don't always work to the consumer's benefit. Our report is based on a study made of the grocery industry by the U.S. Dept. of Agriculture's Economic Research Service.

**F**ood retailing has come full circle.

In the old days it was the general store that sold everything from horse harnesses to soda crackers.

Now it's the ultramodern supermarket that sells everything from TV sets to prune-flavored yogurt.

And today's affluent customer apparently wouldn't have it any other way, judging by her shopping habits.

In fact, she's the one who has made it all possible.

She prefers the convenience of buying a wide variety of foods and nonfoods in one store at one time.

She likes the new highly-processed food lines even though they are more expensive.

Because of her preferences, retailers have expanded their product mix to include more varieties of foods and more expensive foods. To woo her, they have combined variable price and non-price merchandising.

This turn of events, however, has been a mixed blessing for grocery chains.

Historically, grocery chains depended primarily on price competition as a means of increasing sales. With the introduction of the independent supermarket in the Thirties, the chains found themselves competing with size and variety as well as selected low prices.

For the most part the early cost advantage of the grocery chains has eroded away. Affiliated independents now use chain methods of supply and distribution.

As a result, while the chains' share of total U.S. grocery sales rose from 34.4 percent in 1948 to 47 percent in 1963, the share of affiliated independents kept pace, rising from 35.4 percent in 1948 to 43.9 percent in 1963. After 1954 the growth of the affiliated independents exceeded that of the

chains.

From 1954 to 1963 the average market share of the four largest food retailing firms in each of the 218 standard metropolitan statistical areas—and this includes independent as well as national and local chain stores—increased from 45.4 percent to 50.1 percent.

But this increase was shown to be due entirely to net growth of local and regional firms. On the average, the 20 largest grocery chains in the nation contributed some net increase nationally, but experienced a slight decline in local areas.

Though grocery chains have been merging since the 1920's, the merger tempo increased five-fold in 1955 when grocery chains made acquisitions totaling \$559 million.

In every year since then grocery chains have made acquisitions of over \$300 million, hitting the peak in 1963 with \$568 million. Setting the pace, the 20 largest chains acquired 297 firms with combined sales of \$3.1 billion—representing the bulk of mergers for the period.

A side effect of these mergers has been an increase in the concentration of grocery wholesale firms with the 50 largest firms expanding their market share to 43 percent from 1958 to 1963.

## A Prayer in the Land

*How does June come?*

*As a child happily to the end of school, June comes.*

*As growing crops take root,*

*As skies turning bluer, and like the lengthening days,*

*Like the fragrant grass,*

*Like the first of summer's warmth comforting the earth, June comes.*

*June comes as a bride and also with assurance,*

*Without simpering but with poise,*

*Like nature's music, softly.*

*Like the young child laughing, June comes.*

*Like a prayer, with sincerity and hope.*

*Like a hymn for all that God has created;*

*Like a sermon spoken in the tongue of souls;*

*Like a faith renewed,*

*June comes.*

Jim Chaney

## THE ALL NEW DUAL FLORENCE-MAYO THERMOSTAT

**Down Goes the Sun—Up Comes the Nite-Lite**

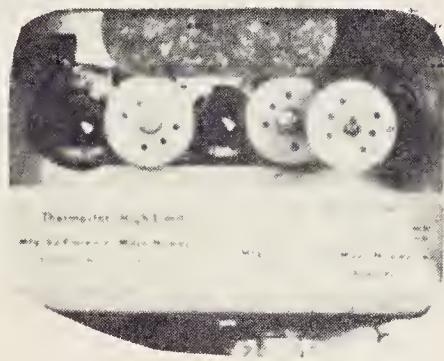
**BRIGHT NITE LITE**—One knob controls thermostat and high limit. The greatest improvement in thermostats for tobacco curers in 20 years. An exclusive Florence-Mayo feature. Standard equipment on all Florence-Mayo Jet Curers.



**FM SUPER JET OIL FIRED CURERS**

**King of The Tobacco Curer**

Ask about our 5 year replacement plan



Patent No. 3,323,723

**THE FLORENCE-MAYO AUTOMATIC TIMER CONTROLLED THERMOSTAT FOR JET OIL CURERS**  
**4 Speeds Forward**

**DUAL TIME CONTROL**—Thermostat and High Limit. One knob controls thermostat and High Limit. For manual setting temperature automatically increases 2-3-4-5 degrees per hour.

**BRIGHT NITE LITE**—An exclusive Florence-Mayo features these Fine Controls engineered and developed by Florence-Mayo Jet Oil Curers to give you the finest Jet on the market. Available from Florence-Mayo dealers for replacement on any make curer. Improve the performance of your curer by installing one of the above fine F-M Controls.

Florence-Mayo has contributed more in the past 33 years to give the tobacco farmers finer, safer and more economical curers than all other curer manufacturers combined. Florence-Mayo curers are built right and priced right. See the 8 fine curers manufactured by Florence-Mayo before buying a curer for 1968—See all other make curers and then see Florence-Mayo curers and you will buy a Florence-Mayo curer.

See your nearest Florence-Mayo dealer or write for full information on Florence-Mayo Curers and Naway Barn—a labor saver.

**\$500.00 REWARD**—To the tobacco farmer that will show us a Better Curer that will out perform, out last, and is easier to install and service than Florence-Mayo's Patented Jet Oil Curer—This offer includes all makes on the market.

**FLORENCE-MAYO CO.**

**Makers of the World's Best Tobacco Curers**

**1935 FARMVILLE, N.C. 1968**

**Serving the Tobacco Farmers for 33 years**



# French Broad's Robinson Focuses on Area's Needs



**F**rench Broad Electric Membership Corporation serves one of the most scenic and invigorating areas of Western North Carolina. It serves for progress in the coves and valleys and among the mountains of Buncombe, Madison, Mitchell, and Yancey Counties.

Its headquarters is located at Marshall—only a 30-minute drive from Asheville on snake-like US 25-70 North. The highway winds its way around the outer edge of the Blue Ridge Mountains and along the bank of the beautiful French Broad River.

The co-op office which overlooks the river is the newest commercial building in town.

In his office down a corridor from the lobby, D. M. Robinson, manager of French Broad EMC, studied plans for expanding service to a new development. A set of maps showing potential industrial sites lay on a worktable.

On his desk was a booklet entitled "Madison County: Facts for Industry," containing data about transportation in the area, a population index, community descriptions, and other information that a potential industrial concern would want to know.

Doug Robinson has made French Broad EMC a force for area development and a spark for area enterprise.

"Electric cooperatives must maintain a good image and be leading organizations in their communities," says Robinson.

The Board of Directors at French Broad EMC has given Robinson broad leeway to help improve the economy of the area. "They have always encouraged me to work with all government agencies to secure industry for the area," he explains. "Our directors want this office to be the headquarters for industrial and economic development in Madison County."

That it is such a headquarters is indicated by its manager's extensive involvement in civic clubs and industrial oriented agencies in the area.

Doug Robinson feels that co-operative personnel must participate in the development of their communities. He practices what he preaches.

He is presently secretary of the Madison County Development Board, secretary-treasurer of the Board of Trustees of Marshall Industrial Park, and a member of the Board of Trustees of the University of North Carolina at Chapel Hill.

He serves as director of Mato Packing Company, of the Asheville Agricultural Development Council, and of the Asheville Area Chapter of the American Red Cross.

He is a member of the N.C. Citizens Committee for Better Schools; the Manpower Development and Training Advisory Committee; the Madison County Extension Advisory Board; the Marshall Chamber of Commerce; the Farm Bureau, and the Asheville City Club.

In addition, he is a thirty-second degree Mason and a Shriner.

Doug Robinson has served as chairman of the Madison County Planning Board, of the Committee of 100, of the Development Commission of Madison County, of the Western Carolina School Board Association, and of the Local School Committee.

He is a former director of Remco Manufacturing Company, of Madison Crafts, Inc., of B & R Mica Company, of Yancey Mica Mines, Inc., and of Gregg and West Mica Company.

He has been president of Tarheel Electric Membership Association, assistant director of Civil Defense, a Boy Scout Troop Leader, and a member of the Mars Hill Grange.

Robinson was designated "Man of the Year" in 1964 by the Marshall Lion's Club.

In 1963, Madison County tobacco crops brought \$600,000 less than they had in the preceding year. Robinson, as Chairman of the Madison County Planning Board, asked the County Extension Agent to "come up with something to replace the lost income."

The extension agent suggested that farmers grow vine-ripened tomatoes on a commercial basis. In the past, trellis tomatoes had been grown only for garden purposes.

In February of 1964, Mato Pack-

ing Company was formed to grade, pack, and sell the tomatoes through brokerage firms.

As a result of Robinson's and the Development Board's interest and determination to improve the economy of the area, trellis tomato crops have vastly increased the income of many farmers.

"Some farmers get around \$5,000 for one acre of tomatoes," says Robinson. "Most farmers have less than one acre because the crop requires that all labor be done by hand."

In 1967, trellis tomatoes brought approximately \$1.5 million income into the area as compared to \$3 million for burley tobacco, and is expected to eventually exceed tobacco income. There are now five tomato packing houses in the area, and four of these are served by French Broad EMC.

Serving on French Broad EMC's Board of Directors are: M. J. Ball, Route 5, Marshall; E. C. Teague, Marshall; C. L. Proffitt, Burnsville; J. H. Sprinkle, Marshall; M. D. Bailey, Green Mountain; Paul Higgins, Route 4, Burnsville; Elmer Buchanan, Bakersville; Ernest H. Poteat, Bakersville; J. A. Rice, Flag Pond; W. S. Willis, Route 1, Mars Hill, and O. H. Tilson, Asheville. M. J. Ball serves as president.

## *The Right Job at Last*

Douglas McGuire Robinson was born at Mars Hill in Madison County on September 15, 1903, the son of the late Dr. Willard F. Robinson and Ada Corpening Robinson. He has two brothers, Dr. Robert L. Robinson, of Atlanta, Ga., and John Stanley Robinson, of Cincinnati, Ohio.

Doug Robinson was graduated from high school in Mars Hill in 1922, and then attended the University of North Carolina at Chapel Hill from 1922-1924. In 1926, he received a B. S. degree in pre-med at Tusculum College in Greenville, Tenn. He returned to Chapel Hill in 1927 to do graduate work in education.

From 1927-1929, he was a high school coach and science teacher. He served as principal of Marshall and Beech Glen High Schools in Madison County from 1929-1933.



For the next six years he served as superintendent of Madison County schools.

In 1940, Robinson became Supervisor of Census for the 23-county district around Madison County. From 1941-1942, he worked with the Internal Revenue Service at Greensboro.

Robinson became manager of French Broad EMC, in October 1942, but his association with the co-op dates from April, 1940, when a group of 75 local residents first met to discuss whether an electric cooperative would be feasible for the area.

"When I walked into the meeting," he recalls, "someone was making a speech saying that the idea was just another program that farmers couldn't afford.

"I told the group that the electric co-op idea would work because I had seen it work in Lenoir," he explains. "Five people signed the original charter and I was one of them."

### *Years of Growth*

Since Robinson became manager of French Broad EMC in 1942, the number of members has increased from approximately 440 to 13,750. The average monthly use of electricity has climbed from 60 kilowatt hours per member in 1942 to 550 kilowatt hours now. The average monthly price paid per kwh has been reduced from 5 cents in 1942 to 1.8 cents now.

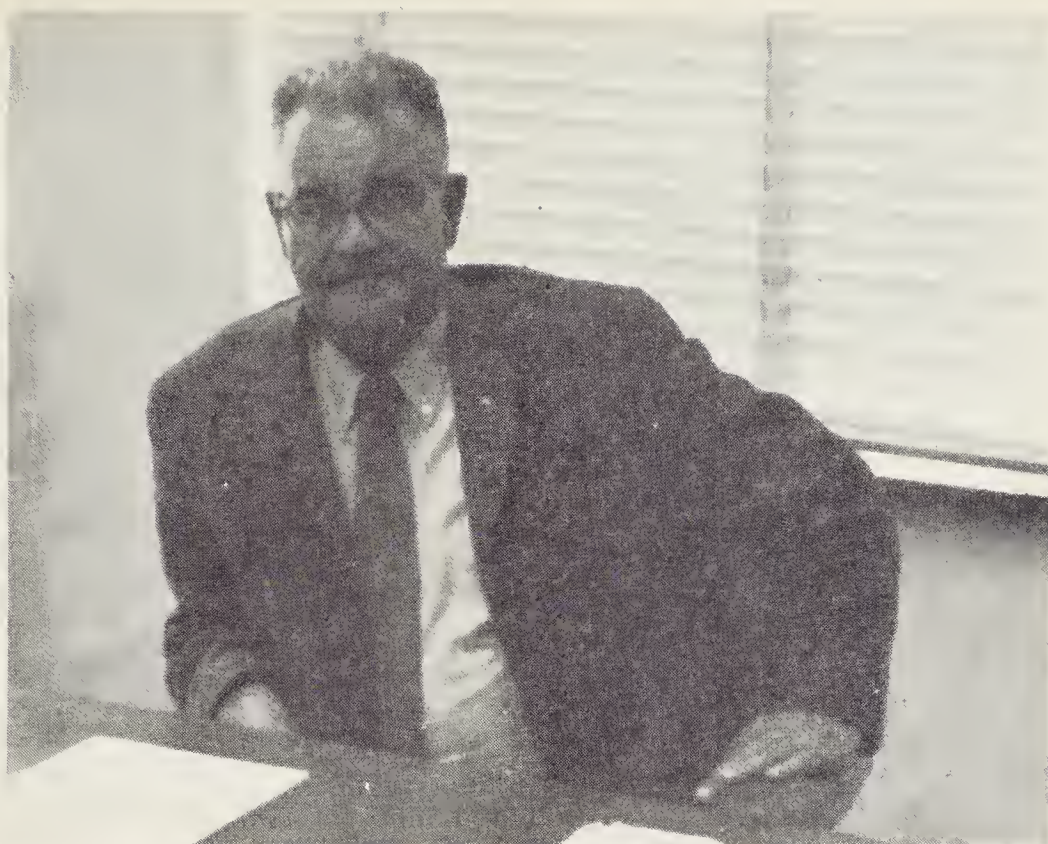
This record has been compiled in spite of the fact that the area was slowly losing its population during that period. From 1940 to 1960, for example, Madison County lost 24 percent of its population. Other counties were losing their population at a comparable rate.

"This trend is at a standstill now," says Robinson, "because we have been able to add some industry and to increase agricultural income."

The rugged terrain poses problems for industrial developers: there are simply not enough flat tracts of land to accommodate major industries.

To aid industrial prospects, French Broad has prepared maps showing the flat areas. The maps are sent to the French Broad Development Commission and the State Dept. of Conservation and Development.

The principal industries of the area are textiles and mining. The co-op serves 25 industrial loads of over 50 kva. It also serves



D.M. Robinson: On the job for French Broad EMC and for development of its area.

Mars Hill College with 1,300 students.

When he was chairman of the Madison County Development Board, Robinson and others raised \$18,000 through donations from the people of the county to buy a 34-acre farm for industrial development. The tract became Marshall Industrial Park.

Although the terrain with its numerous coves and mountains discourages industries, it is ideal for resort and vacation facilities.

Big Bald Mountain in Yancey and Madison counties is currently being transformed into a resort area. It will feature a ski slope, an 18-hole golf course, and a "dude ranch."

In a letter to Robinson explaining his choice of French Broad as power supplier for the complex, C. P. Edwards III of the Bald Mountain Development Corp. wrote: "We arrived at this decision on the basis of many considerations . . . Your electric system was extended into this general area of North Carolina-Tennessee many years ago and is known to us to be adequate and dependable."

Approximately 750 lots for new homes have been laid out in the resort area. Fifteen homes already have been built—and all of them are total electric homes.

"We expect an additional 100 homes to be built next year,"

Robinson says, "and about 90 percent of these will be total electric."

Another resort is tentatively planned on Cleo Mountain in Yancey County.

Mrs. Robinson was the former Kathleen Blackstock. She and Doug had known each other since their school days in Mars Hill. They were married Aug. 9, 1929. Mrs. Robinson died in 1960.

Doug now lives alone in Mars Hill, but he often gets the chance to visit his 18-month old grandson, Douglas Robinson III, who lives in Winston-Salem. Douglas M. Robinson Jr. was graduated from the University at Chapel Hill and is employed by R. J. Reynolds. Doug's other son, Charles, lives in New York City.

Robinson is a firm believer in the importance of advertising. French Broad runs ads in four papers covering the area. In addition, it sponsors radio ads five days a week over two radio stations.

"We want to keep our purpose in front of the people," Robinson explains. "And that purpose is to furnish good electric service and to improve the economic conditions of our area."

These words sum up his philosophy. He looks to the mountains that mark French Broad's horizons and sees not obstacles but opportunities.

*Ed Brown Jr.*



# HALE!

## Who Should be Ashamed?

A wife complained bitterly to her husband: "I'm absolutely ashamed of the way we live. Mother pays our rent. My aunt buys our clothes. My sister sends money for food. I don't like to complain but I'm ashamed that we can't do better than this."

"You should be ashamed," her husband said. "You've got two uncles that don't send us a dime."

## All to Her Credit

Two women were discussing a mutual acquaintance. "She has a very magnetic personality," said one.

"She ought to have," said the other. "Everything she has on is charged."

## His Feathers Molted

The young husband wrote home from his new job, "Did well on my first day and was complimented by the foreman—feather in my cap." A few days later he wrote again, "Promoted to foreman—another feather in my cap." In another week, his letter read, "Made plant manager—another feather in my cap."

Then several weeks went by with no letters from the young man. One day a telegram was delivered. "Fired," it said. "Send money for fare home."

Whereupon his wife wired back: "Use feathers and fly back."



"... And to my nephew, Gerald Smith ... Whom I promised to remember—Hi There, Gerald!"



"Now watch when I open the refrigerator . . ."

## No Help Wanted

Seeing a car rolling down the street without a driver, a man dashed from the sidewalk, clambered into the driver's seat and slammed on the brakes.

A second man appeared from the back of the car, puffing and yelling: "Get out! Let it roll. I'm pushing it to a gas station, and you're the third quick thinker I've met in the last two blocks."

## Sudden Sale

The dilapidated old car wheezed up to the toll gate, chugged a couple of times and stalled. Vainly the woman driver tried to start it again.

Impatiently, the toll collector told her "fifty cents, ma'am."

"Sold!" snapped the woman getting out of the car and walking away.

## Another One, Please

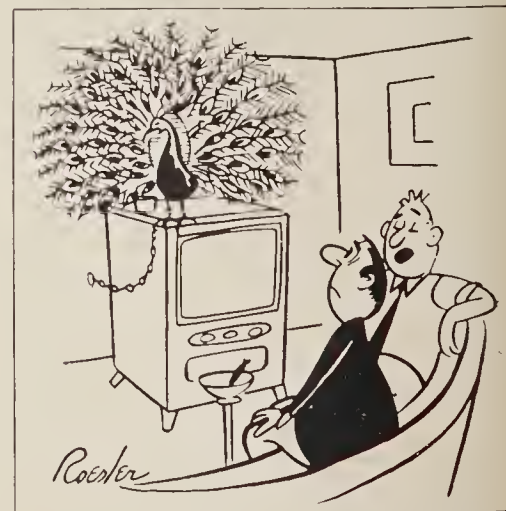
The crestfallen hunter returned to the lodge. "Could you give me another guide?"

"What's the matter with the one we gave you this morning? He was one of our best men," stated the hunting lodge proprietor.

"I'm sorry," the hunter stammered, "I've already shot that one."

## Right to the Top

Ten-year-old Sally came home from school and announced with pride that she had been voted the prettiest girl in the class. Her excitement was even greater the following week when she was elected the most popular girl. After another week and another election she was more subdued. When her parents pressed her for the reason, she finally admitted: "Today I was elected the most stuck-up girl in the class."



"I found it there one morning after we'd been watching color TV."



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HOUSEFLIES & MOSQUITOES • 1968 ELECTRAPEST DESTROYER**

This New Principle Reported by United States Dept. of Agriculture. Proven Faster, More Effective Than Black Light Alone.

- Ultra powerful double lights draw and destroy to ¼ mile.
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- Actually disintegrates flying insects, no bags to empty, nothing to clean up.
- Noiseless — for use outdoors and indoors, transformer controlled.
- Perfect for homes — drive-ins — dairy barns — restaurants.

The brilliant new ELECTRAPEST DESTROYER utilizing both black and green light represents the latest scientific advance in insect destruction. Reported by the U.S. Dept. of Agriculture, and Purdue University Agricultural Extension Service. It was found that of the many flying insects that are attracted by light, most are attracted to BLACK LIGHT. HOWEVER, THE REMAINDER ARE ATTRACTED BY GREEN LIGHT. For this reason, the ELECTRAPEST DESTROYER offers this new, scientific UNBEATABLE COMBINATION, which guarantees to destroy houseflies, mosquitoes, gnats, sandflies, and all other harmful, destructive, disease-carrying flying pests.

The unit includes 6 ft. of weatherproof, outdoor cord, U.L. approved. It is decorative as a designer lamp and includes a beautiful gold-colored hanging chain.

Electrapest Research Corporation has no connection with any other insect destroyer organization and is not successor in interest to any such organization.  
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† Does not necessarily constitute an endorsement \* Light-sensitive Post. & Ins.

**ELECTRAPEST RESEARCH CORP. DEPT. NC 4 East 46 St., New York, N.Y. 10017**

**Passing Scene**

**MANAGER DIES**

Rufus Robert Edwards, General Manager of 12,000-member South River E.M.C. died May 13th of a heart ailment.

A 61-year-old resident of Rt. 1, Goodwin, he was a pioneer in the Rural Electric Program in North Carolina. He had founded South River E.M.C. in 1940 and served as its manager since September of that year.

He was a native of Craven County, a graduate of the University of North Carolina at Chapel Hill, a former teacher and a leader in his community and his state. His profile appeared in the *CAROLINA FARMER* in February.

Survivors include his wife, the former Agnes Matthews, a daughter and 3 grandchildren, and a brother and sister.

**Air Conditioning  
Adds To Your  
Property Value**

**D**o you want to protect your investment in your home and add a good percentage to its future market price?

Then take a tip from the Federal Housing Administration and install central air conditioning. This organization points out that well over three million homes are now equipped with air conditioning, and predicts that non-air-conditioned homes will soon become obsolete. Already, the number of new homes being built with central air conditioning is up some 40 per cent over last year. In 1968, one out of three new homes will have a central system.

Naturally, the greatest concentration of air-conditioned homes is in the warmer Southern and Western sections of the country. But as more and more people come to appreciate the many benefits of central climate control, the pattern is spreading northward and eastward.

Now that it's possible to have central air conditioning for as little as \$700 in many houses, more than 600,000 homeowners per year are acquiring central cooling systems. There are a couple of reasons for the lowered cost: one is the development of factory-sealed components, which means that the labor time involved in installation is dramatically reduced. The other is that both operating costs and electric rates have declined.

In addition to improving the resale value of your home, you will find that central air conditioning offers an impressive list of benefits to your family. The most obvious benefit is comfort, resulting from the continuous flow of cool, dry, filtered air. Many people also buy air conditioners for health benefits, since an air conditioned climate provides relief from some allergies, in the opinion of many medical authorities. In addition, people in air conditioned homes sleep longer and more soundly than people in non-air-conditioned homes — an important factor in families with infants or young children.

*Archie Hathcock*

**DON'T ATTRACT  
YOUR NEIGHBOR'S  
INSECTS!**

Our unit is equipped with a removable 180 degree shield permitting you to pinpoint and clear your own immediate area. This prevents the attraction of flying insects from surrounding areas. However, the shield is easily removable if you care to attract and destroy insects from a full 360 degree radius, up to ¼ mile.



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**59¢**

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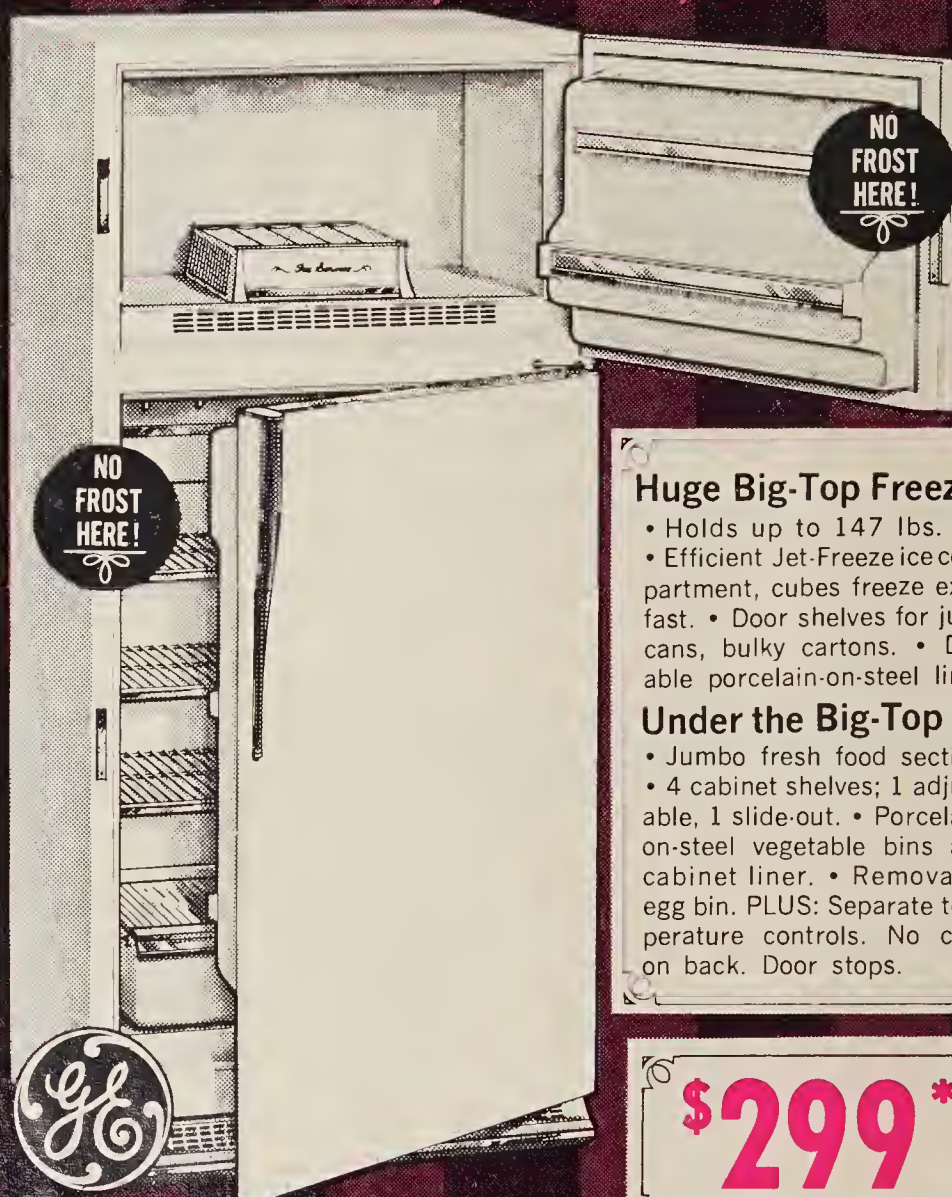
**KODACOLOR ROLL**

8 Exposure Roll	12 Exposure Roll
Enclose . . . . . \$1.78	Enclose . . . . . \$2.50





# BIG-TOP SPECIAL GIANT FREEZER, FAST ICE, LOW PRICE!



**"NO FROST 16"** • TBF-16SD • 15.6 cu. ft.

## Huge Big-Top Freezer

- Holds up to 147 lbs.
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- Door shelves for juice cans, bulky cartons.
- Durable porcelain-on-steel liner.

## Under the Big-Top

- Jumbo fresh food section!
- 4 cabinet shelves; 1 adjustable, 1 slide-out.
- Porcelain-on-steel vegetable bins and cabinet liner.
- Removable egg bin. PLUS: Separate temperature controls. No coils on back. Door stops.

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keep up to 517 lbs.  
frozen foods at home!

- Sliding storage basket
- Convenient defrost drain
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**\$198\***

Model CB-15D 14.8 cu. ft.

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